Realising the ben[illegible]port

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6th National Conference

The Future of Culture, Tourism and Sport

Realising the benefits of sport

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Working in partnership

- Partnering and supporting local government is key to what Sport England does

- We have a common purpose

- Councils commitment to sport has led to more sporting opportunities through:
  - investment
  - strategic leadership

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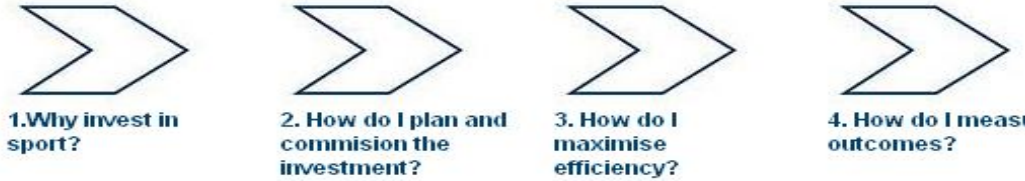
Support & Advice

- Volunteers
- Children and young people
- Local government
  - Shaping places
  - APD training
  - Delivering NI8
- County sports partnerships
- Building Schools and sport
- Equality and diversity
- Promoting your project
- Playground to Podium
- Sports Policy News
- Justgiving for Sports Clubs
- CASCS

Community sport: In it for the long run

Challenges and opportunities



Community Sport: in it for the long run is a new online resource aimed at helping local authorities prepare and plan for the challenges and opportunities they face.

We have designed it around four fundamental questions local authorities are asking about community sport:

- Why invest in sport?
- How do I plan and commission the investment?
- How do I maximise efficiency?
- How do I measure outcomes?

For each question, we have summarised the evidence you need to provide and drawn together lists of new and existing tools and guidance to help you find it. We have also provided case studies to help demonstrate how some councils have tackled particular issues and used Sport England tools and services to help them do so.

This resource will continue to evolve as tools are updated, new tools are created, and new evidence and learning become available.

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Sport England at a glance...

Latest evidence – economic value

The sport economy's annual value has reached £16.668 billion - up 140% in real terms between 1985 and 2008

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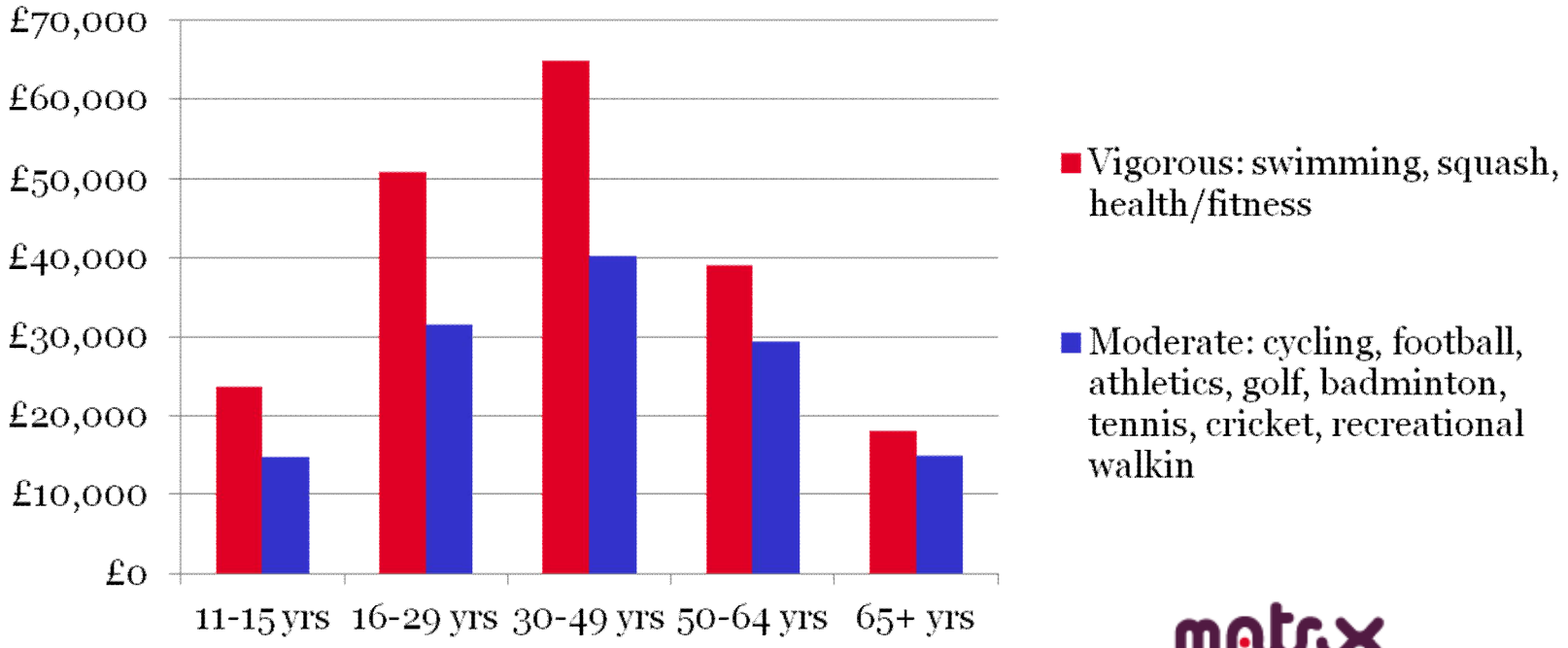
Latest evidence – health value

The lifetime value of regular participation can reach up to £65,000 per person



matrix knowledge group

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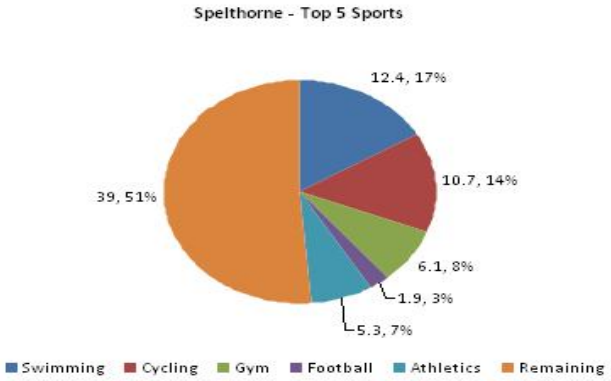
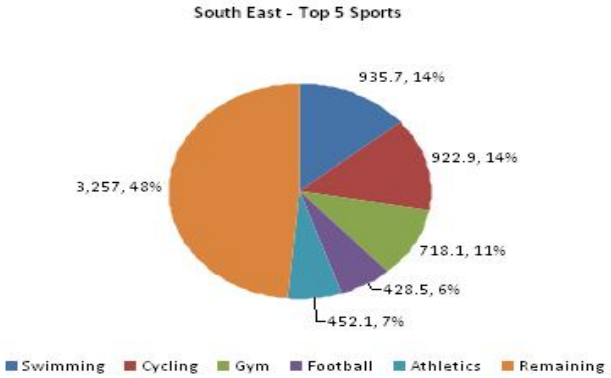
Local sport profiles

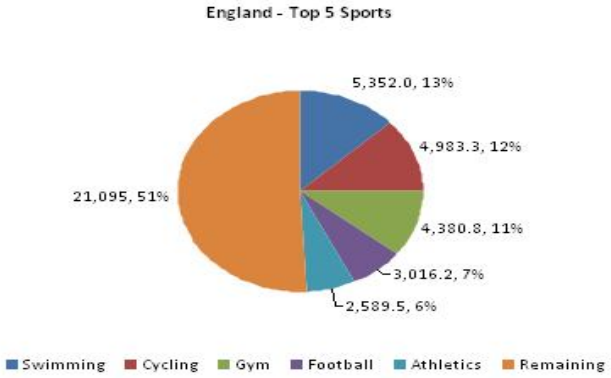


Top 5 sports in local authority with regional and national comparison

Sport	Spelthorne		South East		England	
	Number	Rate	Number	Rate	Number	Rate
Swimming	12.4	16.5%	935.7	13.9%	5,352.0	12.9%
Cycling	10.7	14.3%	922.9	13.7%	4,983.3	12.0%
Gym	6.1	8.1%	718.1	10.7%	4,380.8	10.6%
Football	1.9	2.5%	428.5	6.4%	3,016.2	7.3%
Athletics	5.3	7.1%	452.1	6.7%	2,589.5	6.3%

Source: Active People Survey3, Population data ONS Annual Population Survey 2008
Measure: Participation rate of the top 5 sports and the
number of people that participate at least once per month
For more information click here





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Opportunities

- Doing things differently
- Local enterprise partnerships
- Public health proposals

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